

WHAT IS CLAIMED IS:

- 5 1. A method for incentive advertising, comprising:  
receiving a viewer profile, the viewer profile  
including a viewer identification;  
selecting advertising content based on the viewer  
profile;  
10 sending the advertisement content for display to the  
viewer; and  
recording the viewer identification for awarding an  
advertising incentive.

15 2. The method of Claim 1, wherein the advertising incentive  
is an entry into a game of chance.

- 20 3. The method of Claim 1, wherein:  
the viewer profile further includes advertising  
content viewing preferences of the viewer; and  
selecting the advertising content is based on the  
advertising content viewing preferences of the viewer.

- 25 4. The method of Claim 1, wherein:  
the viewer profile further includes a physical  
location of the viewer; and  
selecting the advertising content is based on the  
physical location of the viewer.

- 30 5. The method of Claim 1, wherein:  
the viewer profile further includes a language  
preference; and  
selecting the advertising content is based on the  
language preference of the viewer.

6. The method of Claim 1, the method further comprising:  
receiving a desired viewer profile from an advertiser;  
5 linking the desired viewer profile to a particular  
advertising content; and  
selecting the particular advertising content to send  
to the viewer upon matching the viewer profile to the  
desired viewer profile.

10 7. A method for incentive advertising, comprising:  
sending a viewer profile, the viewer profile including  
a viewer identification;  
displaying advertising content, the advertising  
15 content selected based on the viewer profile; and  
receiving an advertising incentive.

20 8. The method of Claim 7, wherein the advertising incentive  
is an entry into a game of chance.

25 9. The method of Claim 7, wherein:  
the viewer profile further includes advertising  
content viewing preferences of the viewer; and  
selecting the advertising content is based on the  
advertising content viewing preferences of the viewer.

30 10. The method of Claim 7, wherein:  
the viewer profile further includes a physical  
location of the viewer; and  
selecting the advertising content is based on the  
physical location of the viewer.

35 11. The method of Claim 7, wherein:  
the viewer profile further includes a language  
preference; and

selecting the advertising content is based on the language preference of the viewer.

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12. The method of Claim 7, the method further comprising:  
receiving a desired viewer profile from an advertiser;  
linking the desired viewer profile to a particular advertising content; and  
10 selecting the particular advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile.

13. A method for incentive advertising, comprising:  
receiving a desired viewer profile from an advertiser;  
linking the desired viewer profile to advertising content;  
receiving a viewer profile, the viewer profile including viewer identification, viewer advertising content viewing preferences, viewer language preference, and viewer physical location;  
20 selecting advertising content to send to the viewer upon matching the viewer profile to the desired viewer profile;  
25 sending the advertisement content for display to the viewer; and  
recording the viewer identification for entry into a game of chance.

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14. A data processing system adapted for incentive advertising, comprising:  
a processor; and  
a memory operably coupled to the processor and having program instructions stored therein, the processor

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being operable to execute the program instructions,  
the program instructions including:

- 5 receiving a viewer profile, the viewer profile  
including a viewer identification;  
selecting advertising content based on the viewer  
profile;  
10 sending the advertisement content for display to  
the viewer; and  
recording the viewer identification for awarding  
an advertising incentive.

15 15. The data processing system of Claim 14, wherein the  
advertising incentive is an entry into a game of chance.

20 16. The data processing system of Claim 14, wherein:  
the viewer profile further includes advertising  
content viewing preferences of the viewer; and  
selecting the advertising content is based on the  
advertising content viewing preferences of the viewer.

25 17. The data processing system of Claim 14, wherein:  
the viewer profile further includes a physical  
location of the viewer; and  
selecting the advertising content is based on the  
physical location of the viewer.

30 18. The data processing system of Claim 14, wherein:  
the viewer profile further includes a language  
preference; and  
selecting the advertising content is based on the  
language preference of the viewer.

19. The data processing system of Claim 14, the program instructions further including:

5 receiving a desired viewer profile from an advertiser;  
linking the desired viewer profile to a particular  
advertising content; and  
selecting the particular advertising content to send  
to the viewer upon matching the viewer profile to the  
10 desired viewer profile.

20. A data processing system adapted for incentive advertising, comprising:

15 a processor; and  
a memory operably coupled to the processor and having  
program instructions stored therein, the processor  
being operable to execute the program instructions,  
the program instructions including:  
20 receiving a desired viewer profile from an  
advertiser;  
linking the desired viewer profile to advertising  
content;  
receiving a viewer profile, the viewer profile  
including viewer identification, viewer  
25 advertising content viewing preferences, viewer  
language preference, and viewer physical  
location;  
selecting advertising content to send to the  
viewer upon matching the viewer profile to the  
30 desired viewer profile;  
sending the advertisement content for display to  
the viewer; and  
recording the viewer identification for entry  
into a game of chance.

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